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## Past Forward. Retro and the Temporalities of Pop

The recent comebacks of ABBA and Kate Bush have revitalized the discussion of retro trends in pop culture. For many critics, revivals, remakes and recycling of past styles and genres testify to nostalgia, a lack of creativity and thereby to a decline of pop culture more generally. However, neither this critique nor the phenomena and practices it relates to, are new. By historicizing both, the talk not only shows how common an element of pop retro has been since the 1960s, but it also makes a case for its creative potential. To this end, it brings together the history of pop and the history of temporalities.

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Old vinyl records lined up on the shelf of a music store. Copyright: Wikimedia Commons.